

Figure 1

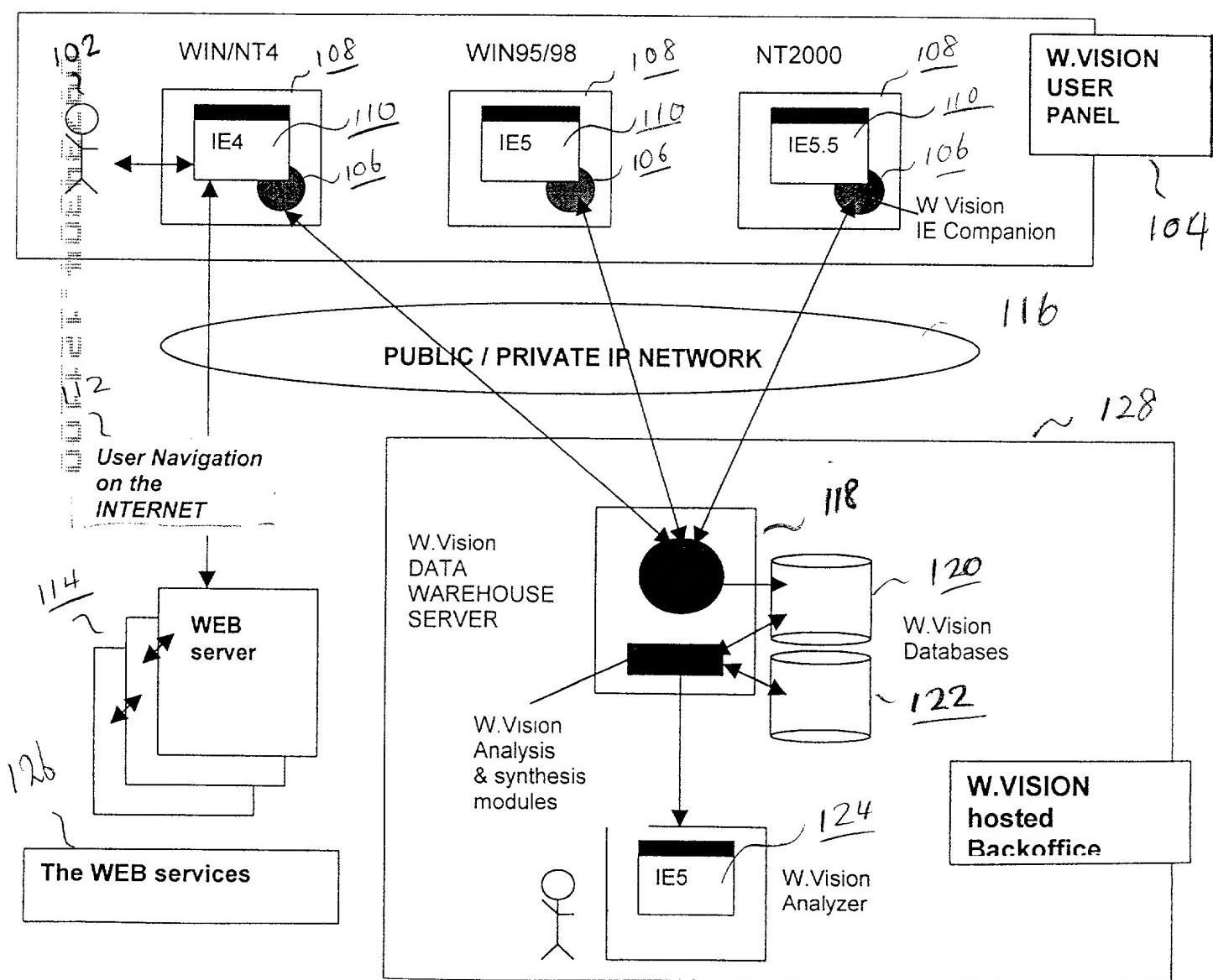


FIGURE 2

200

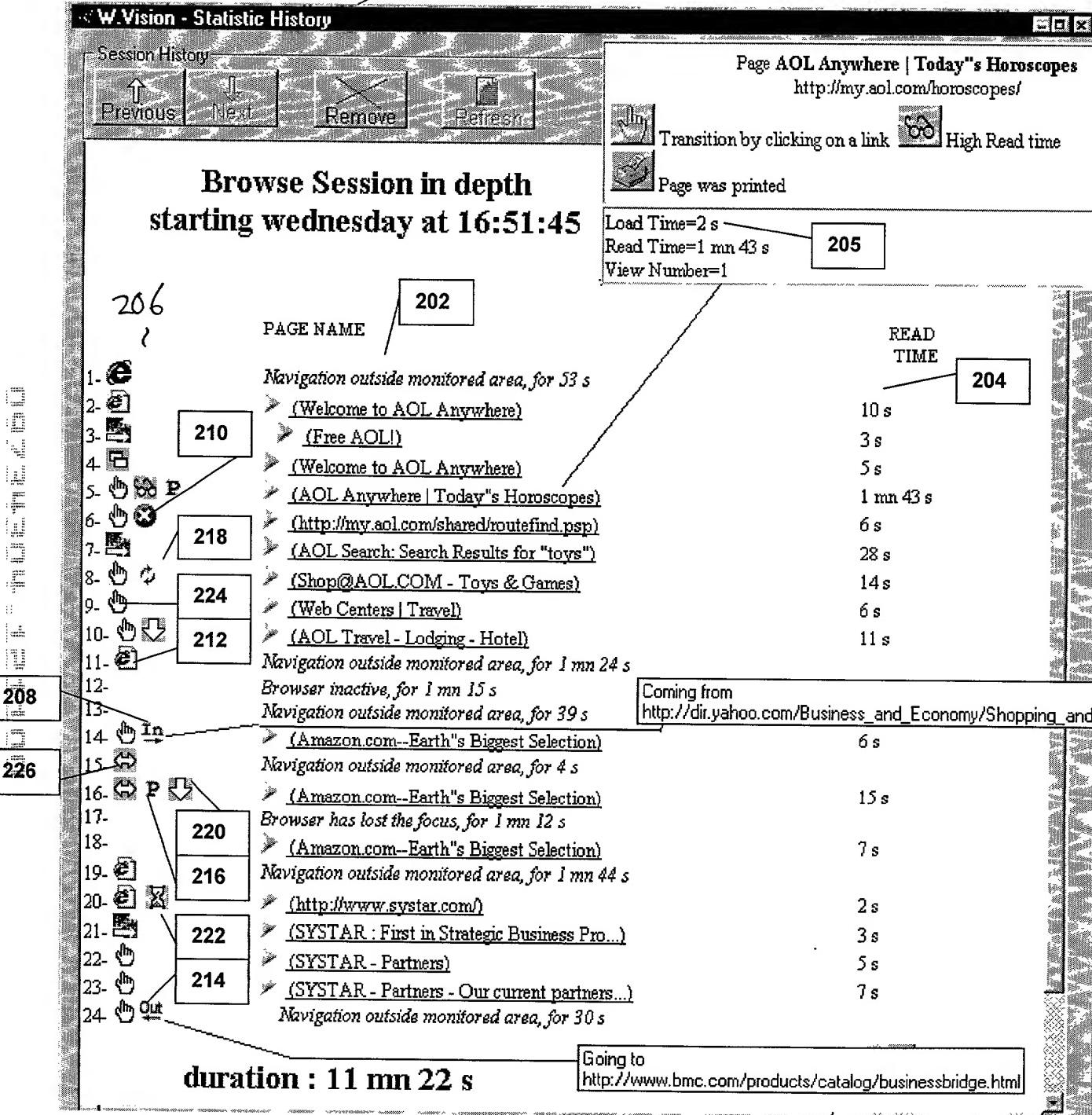
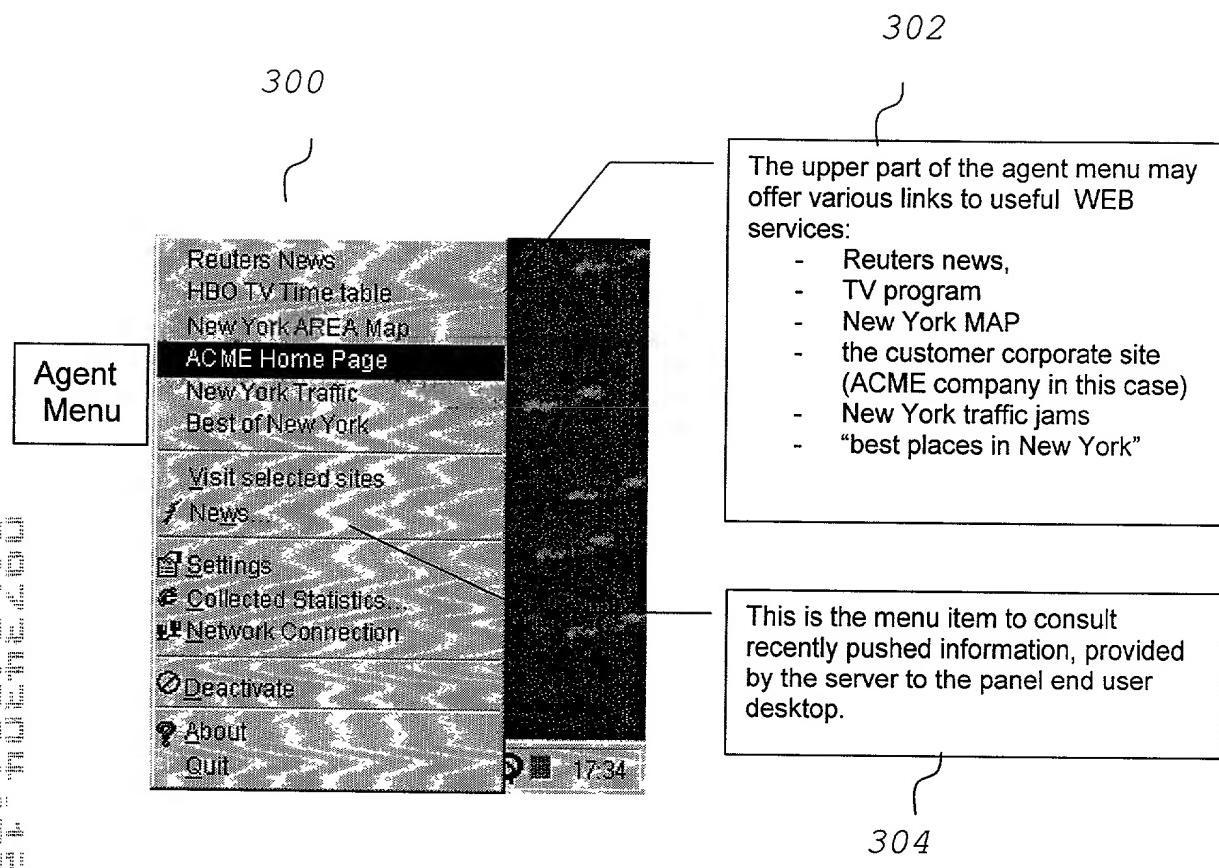


Figure 3



400 ~

Site Audit

This section gives insights into possible improvements for the site design.

402 ~

- Frequently used, slow-loading pages

It will be worthwhile looking in to these pages to reduce their load time

Name	Nb Visits	Avg Load time
Balades sur le WEB	28	13 s

404 ~

- "Run through" pages

These pages are often visited, but read time is very short. Their purpose is mainly navigational. It may be possible to get rid of them by inserting the links into a different page

Avg	Name	Read Time	Nb Visits

406 ~

- Distant, popular pages

These pages are often visited, but took the fastest visitor at least 4 clicks to reach them. It may be a good idea to make them accessible from the home page

Technical performance

- 13 s is the average load time of pages on site macromedia
- 1 mn 54 s is the highest load time experienced on site macromedia
- 19 s is the average read time
- 9 is the number of different pages that were read on this site

Local intranet

Figure 4

Figure 5

RATP WebVision Analyzer

Main Menu Visitors In/Out Sessions Sites Important Pages

- Entry and exit -

Entries - overall

- Sessions: 57 monitored sessions, have been recorded up to now
- Visitors: 6 registered visitors visited the web portal (10 sessions per visitor, on average)
- Entry methods

The table below indicates the number of times visitors entered the portal, in different ways. The total may not add up to the figures above, as a visitor can enter the portal several times in the same session.

ENTRY METHOD	NUMBER	PERCENTAGE
Made request to Search Engine *	0	0%
Made a page in the portal their home page	25	44%
Entered from another site	32	56%

* see details below

Where they came from

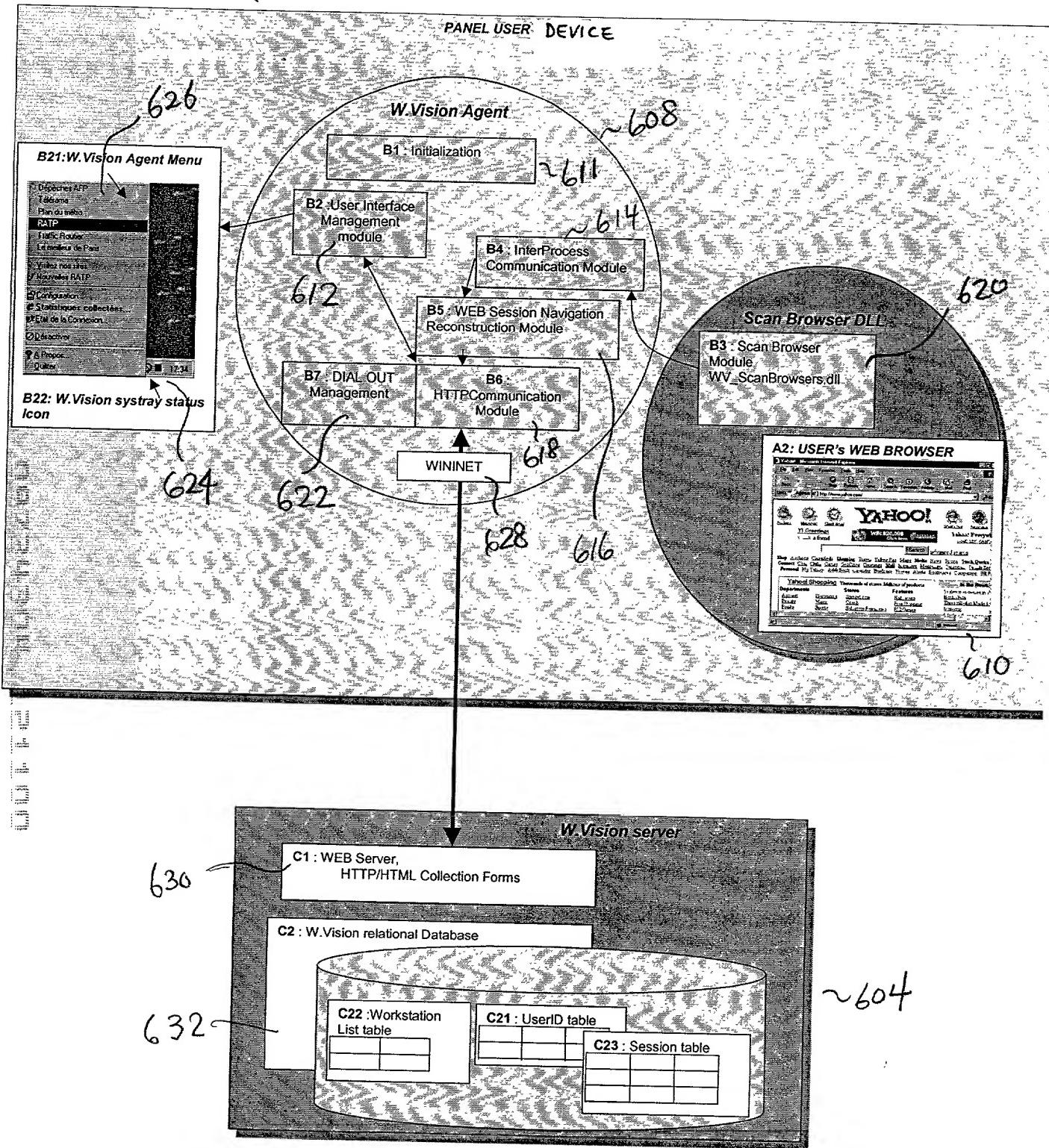
SEARCH ENGINE	NUMBER % TOP 5 KEYWORDS
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Exit

- In 13 sessions out of 57, the visitor exited the portal after visiting just 1 page and did not return
- Out of 57 terminated sessions, 18 ended because the user did not touch the browser for 25 mn 0 s, and 38 because the user closed all browser windows
- Exit Methods

Here are a few ways by which the visitors left our portal :

- 0 clicked on a link
- 4 changed window and did not return in the session
- 21 exited the session while still inside the portal
- 4 clicked on the Backward or Forward button to exit the portal
- 2 used other browser facilities such as favorites, history, home button, address bar



600

Figure 6

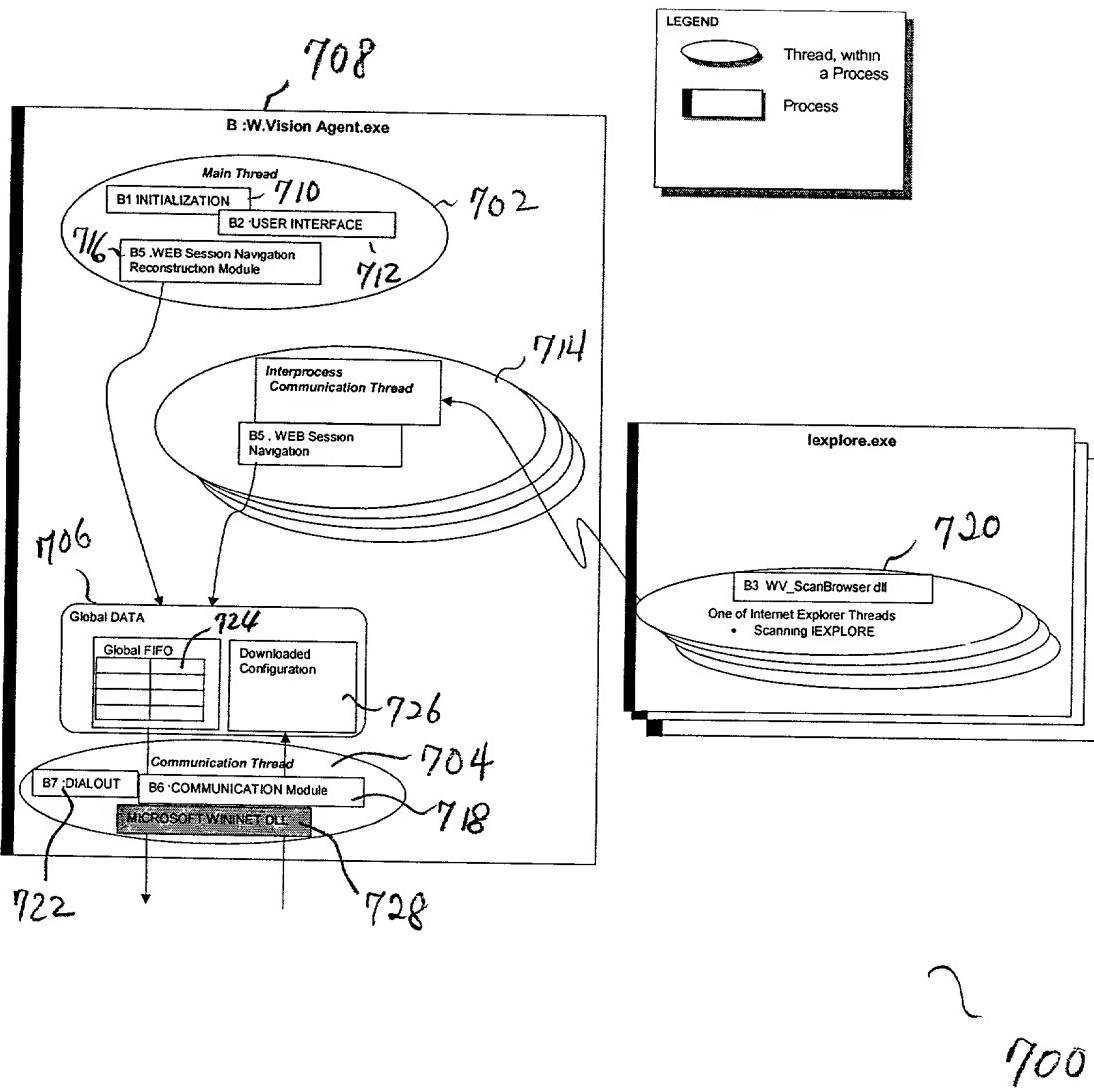


Figure 7

Figure 8

802

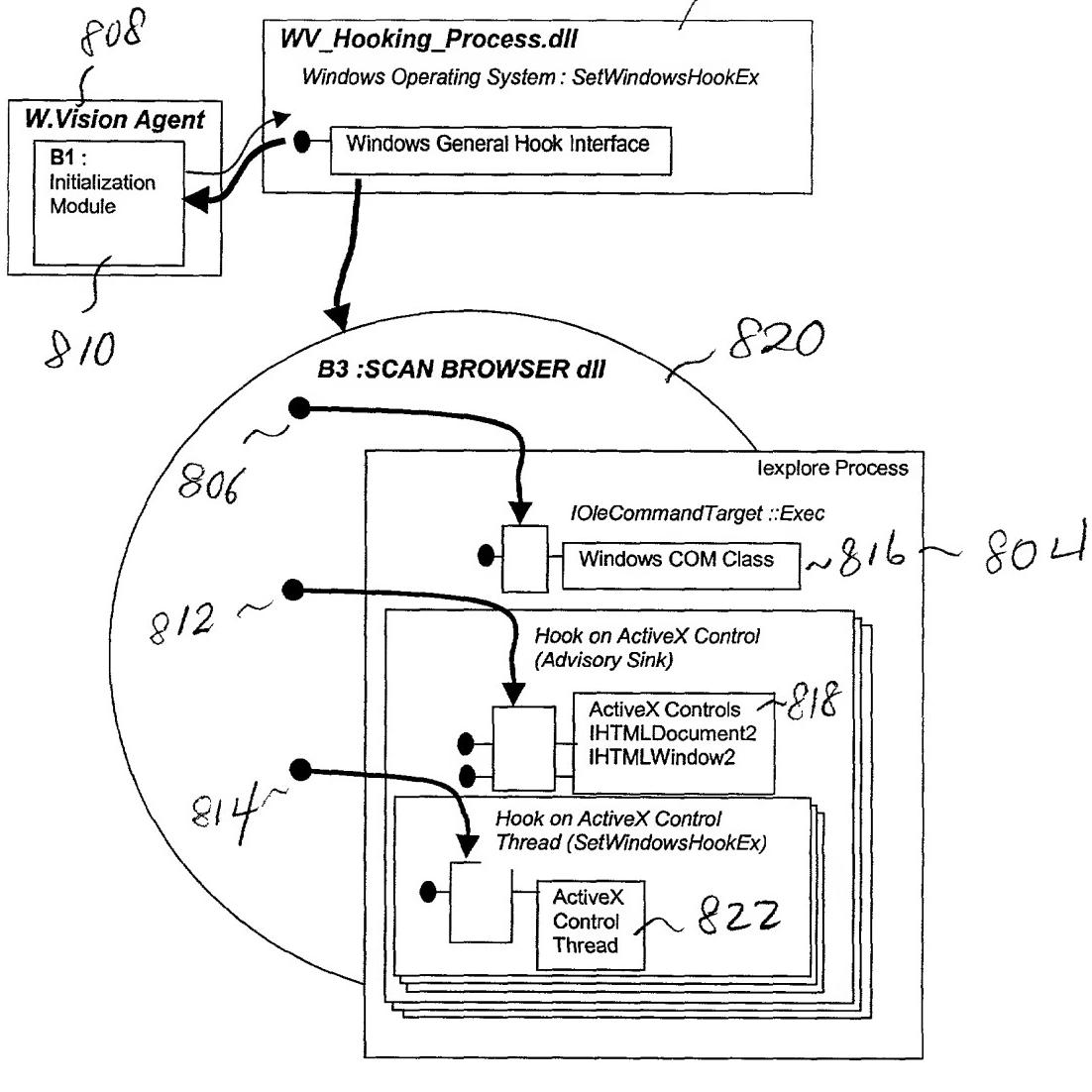


Figure 9

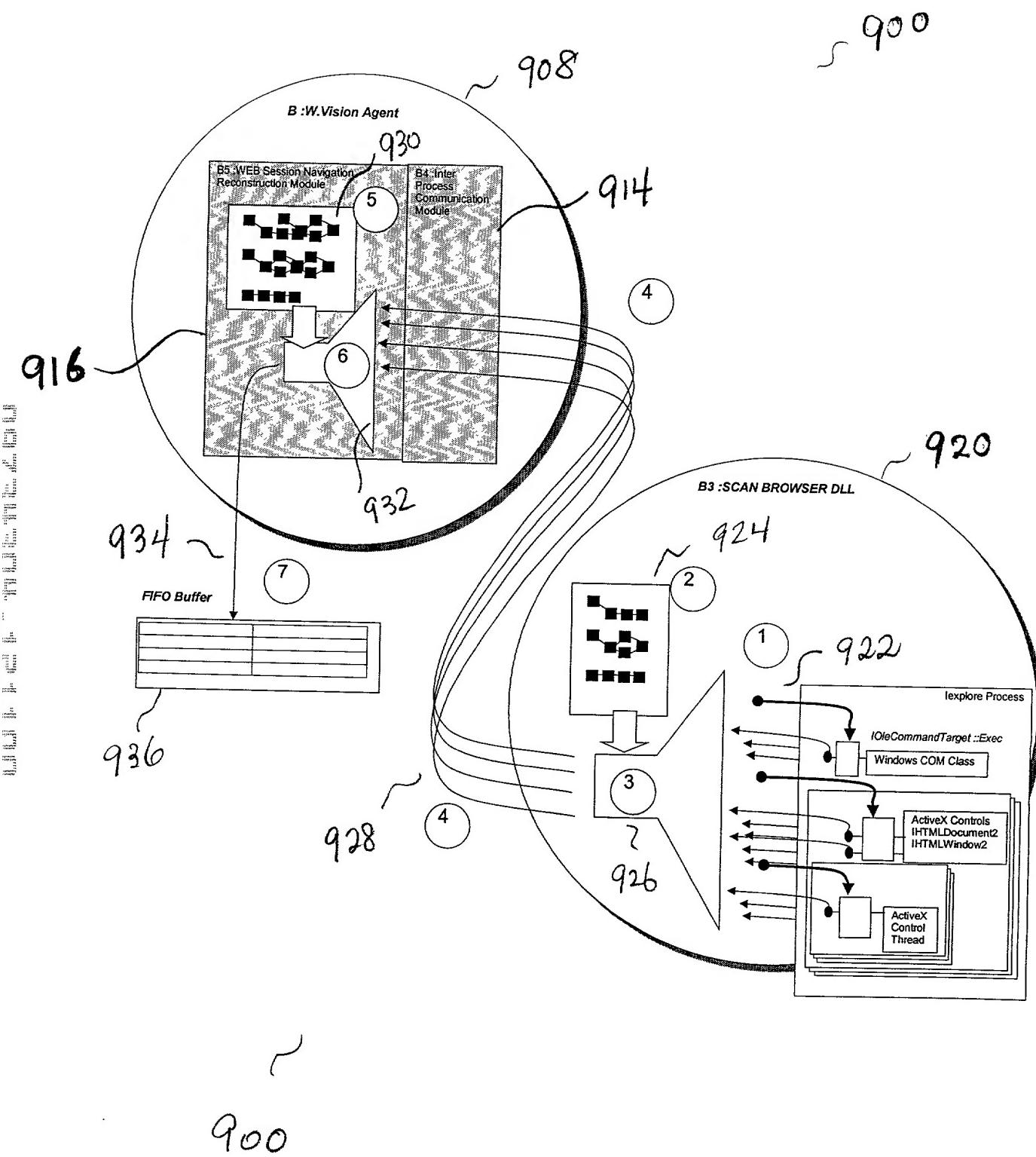
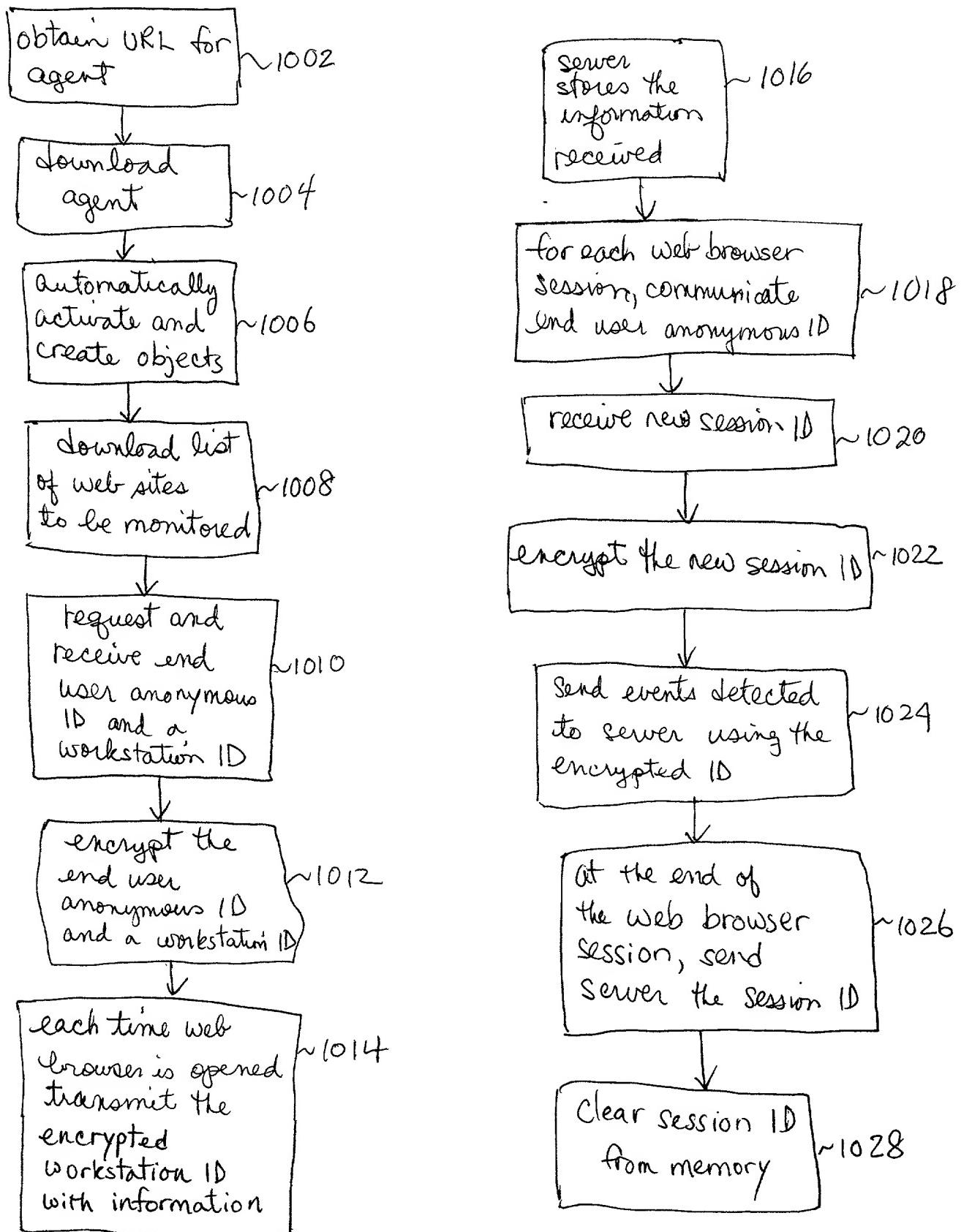


Figure 10



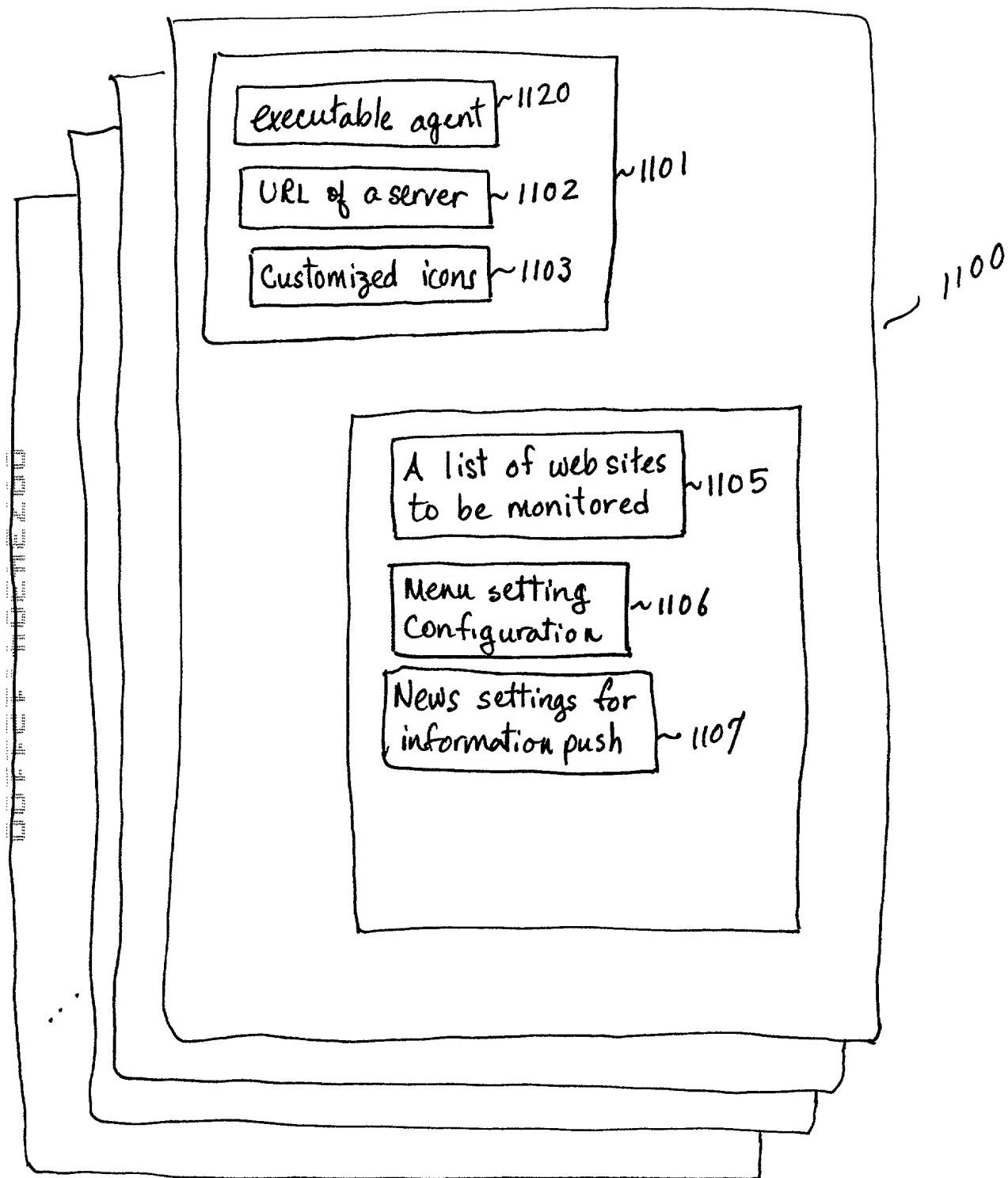


Figure 11

1200
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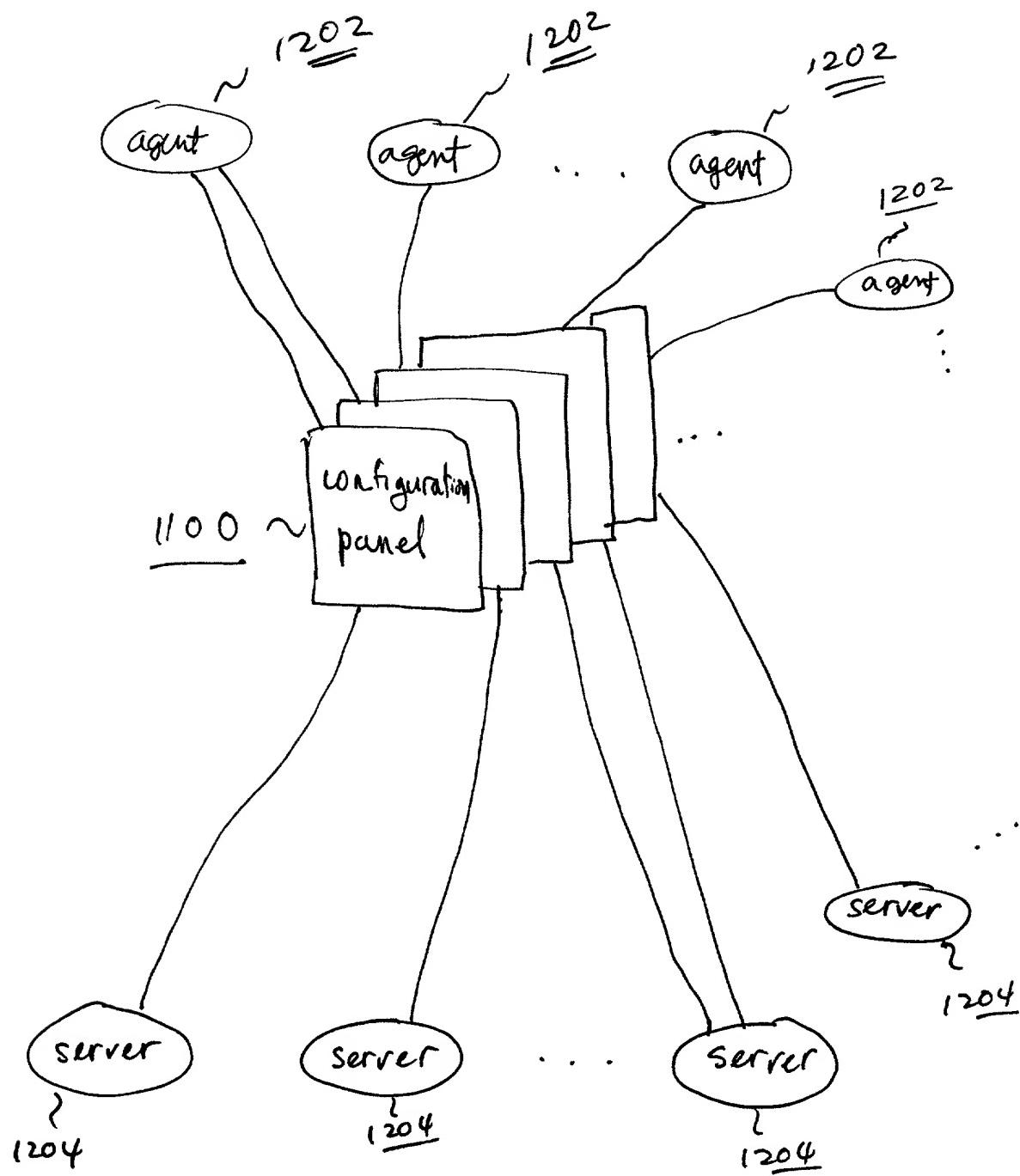


Figure 12